

through the interface of the conventional web browser software. In one embodiment, the buyer selects the subject of the goods he wishes to purchase by selecting from a list of possible subjects. Subjects might include airline tickets, hotel rooms, rental cars, insurance, mortgages, clothing, etc. After the subject is selected, a form is displayed on a video monitor of a buyer interface. This form is an electronic contract with a number of blanks to be filled out by the buyer, with each blank representing a condition of a CPO.--

**In the Claims:**

Please cancel claims 1-97 without prejudice or disclaimer.

Please add the following claims:

98. A system, comprising:
- a server providing a web page accessible by customers;
  - a storage device storing a program;
  - a processor in communication with said storage device, said processor operative with said program to:
    - receive a conditional purchase offer including an offer price from a customer utilizing said web page for purchasing travel services;
    - receive a payment identifier specifying a financial account for use in providing guaranteed payment for said travel services if said conditional purchase offer is accepted;
    - compare said conditional purchase offer with seller inventory and pricing information stored on a central reservation system to determine if said conditional purchase offer is acceptable;
    - accept said conditional purchase offer on behalf of the seller;